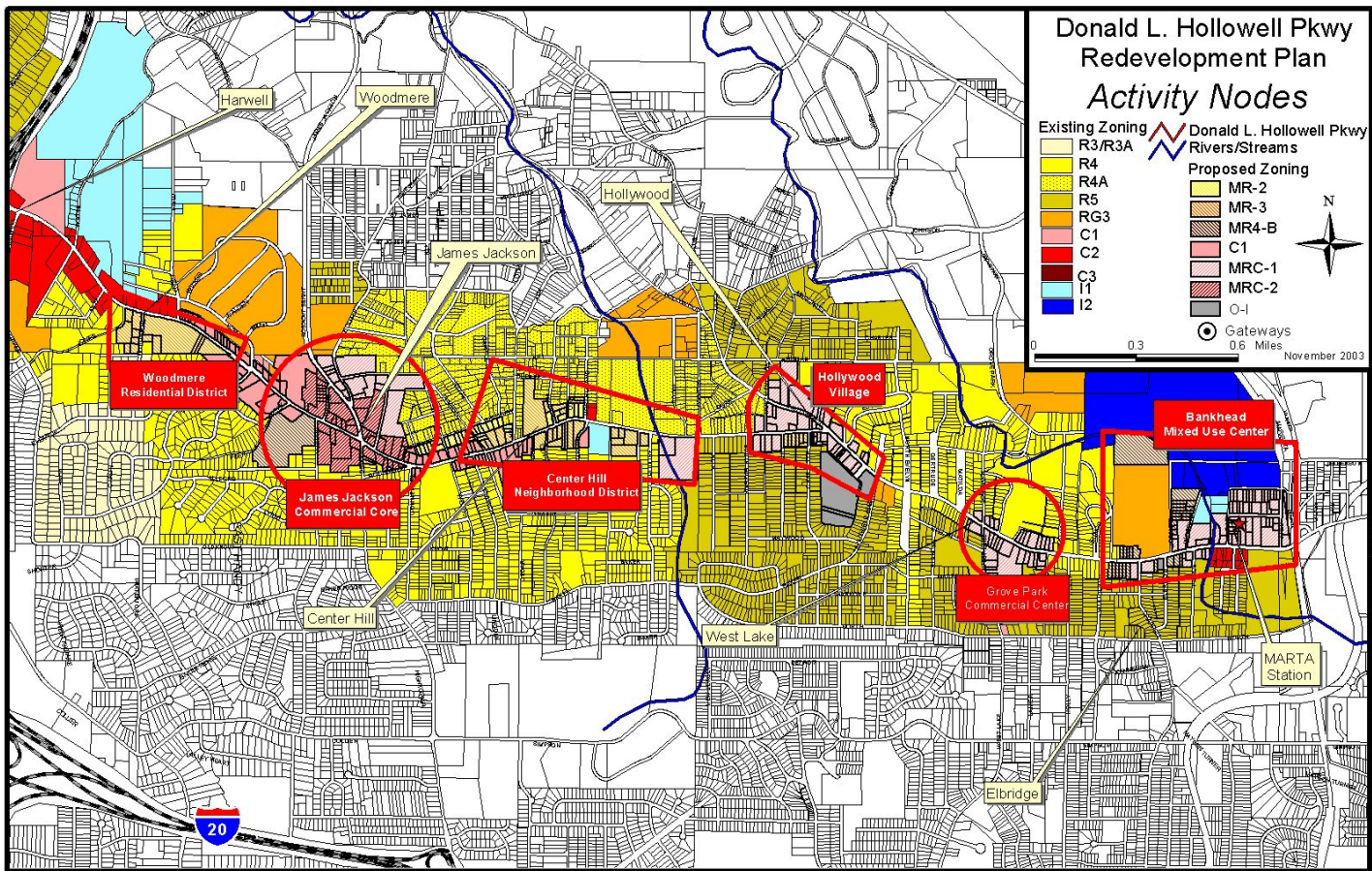


# Donald L Hollowell Pkwy Redevelopment Plan

Figure 4.1.3 Activity Nodes

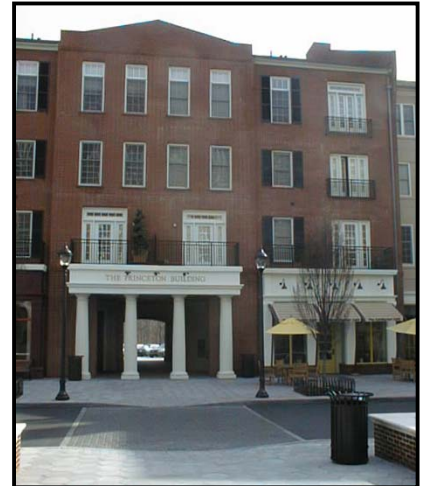




# Donald L Hollowell Pkwy Redevelopment Plan

## Woodmere Residential District

- **Location:** South side of D.L. Hollowell Pkwy between Jones and the properties fronting Kings Grant.
- **Purpose:** This medium-density residential node complements Bowen Homes on the north side of D.L. Hollowell Pkwy. It provides a convenient in-town location for wishing to be located near both I-285 and nearby commercial areas. The vast majority of properties in this district are currently either vacant or underutilized. The addition of residential uses would help to revitalize this stretch of D.L. Hollowell Pkwy.
- **Character:** The Woodmere Residential District is envisioned to be the site of 3-4 story multi-family residences of a style and layout that would make an appropriate neighbor to the adjacent single-family neighborhood. This area is proposed for rezoning to MR-3, a Quality of Life Zoning district that allows for 5% of the development to be used for commercial purposes.
- **Projects:**
  - Land Use & Zoning Changes
  - Transportation: C-2 Harwell Rd to James Jackson



# Donald L Hollowell Pkwy Redevelopment Plan

## James Jackson Commercial Core

- **Location:** The properties surrounding the intersection of James Jackson and D.L. Hollowell between Peek and Rockwood to the west and east and the properties zoned commercial to the north and south.
- **Purpose:** The neighborhoods surrounding the D.L. Hollowell Pkwy Corridor do not currently have a central commercial location in their community. This node would serve as the higher-density commercial core, encouraging both traditional commercial and mixed-use development. According to the market analysis, this node can support an additional 100,000 square feet of retail.
- **Character:** The James Jackson Commercial Core will consist of 3-5 story mixed-use and commercial structures laid out to encourage pedestrian activities. It will be the site of a public plaza and retail amenities such as national chain stores and local businesses. Properties in this node are proposed to be zoned MRC-2 and MRC-1, Quality of Life Zoning Codes that support storefront, mixed-use establishments. The site currently used as a trailer park is the future home of high-density residential development. This site will be re-zoned MR4-B, which limits the height of the structures to approximately four stories.
- **Projects:**
  - Land Use & Zoning Changes
  - Transportation: I-2, NS-1 James Jackson Node
  - Gateways: James Jackson



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# Donald L Hollowell Pkwy Redevelopment Plan

## Center Hill Neighborhood District

- **Location:** North side of D.L. Hollowell from Peyton to North Grand; south side of D.L. Hollowell from Cedar to across from Mildred.
- **Purpose:** Located adjacent to Center Hill Park, this node presents a great opportunity to add higher-density residential uses to the corridor. This will allow easy access by a greater number of people to the amenities provided by the park such as the new ball fields and the proposed recreation center. The presence of the Police Precinct will add a measure of security and create a desirable place to live.
- **Character:** Two to five story multi-family residential structures will be welcome in this area. Zoned MR-3, it will allow 5% of all development to be utilized for commercial purposes, encouraging a small number of locally serving corner store-type establishments. This is also the site of the former K-Mart store, which will be rezoned MRC-1 to prepare it for its new identity as a mixed-use development. The current uses of a grocery store, laundry facility, and restaurant remain desirable.
- **Projects:**
  - Land Use & Zoning Changes
  - Transportation: C-3 James Jackson to Commodore
  - Gateways: Mildred
  - Greenspace: Center Hill Park Recreation Center construction & park expansion





# Donald L Hollowell Pkwy Redevelopment Plan

## Hollywood Village

- **Location:** North side of D.L. Hollowell Pkwy from west of North Eugenia to east of Edwin Place; south side of D.L. Hollowell from east of South Eugenia to B.S. Carson Honors Preparatory School; Hollywood Road from North Eugenia to D.L. Hollowell Pkwy.
- **Purpose:** Once a charming retail destination, the intersection of Hollywood Road and D.L. Hollowell Pkwy is the perfect place for small-scale retail developments. This node is expected to serve as a destination for residents of adjacent and nearby neighborhoods. According to the market analysis, this area can support an additional 40,000 square feet of retail.
- **Character:** The community envisions Hollywood Village to be home to 1-3 story retail developments, particularly small shops and restaurants. This node will have the feel of Virginia-Highlands, East Atlanta, or the plaza in Downtown Decatur. The focal point of this node will be the public plaza located at the intersection.
- **Projects:**
  - Land Use & Zoning Changes
  - Transportation: I-3, NS-2 Hollywood Node
  - Gateways: Louise/Hollywood & Hollywood/Hollowell
  - Greenspace: NW corner of Hollywood & Hollowell



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# Donald L Hollowell Pkwy Redevelopment Plan

## Grove Park Commercial Center

- **Location:** North side of D.L. Hollowell from west of Florence to west of Francis; south side of D.L. Hollowell from West of West Lake to Elmwood.
- **Purpose:** The intersection of West Lake/Florence and D.L. Hollowell currently features several businesses. This node has the capacity to add commercial or mixed-use structures to better serve neighboring residents. According to the market analysis this area can support an additional 15,000 square feet of retail.
- **Character:** Convenient shopping will be located in 1-3 story commercial or mixed-use buildings near the West Lake/Florence intersection and adjacent to the Carter G. Woodson Elementary School facility. Small, local-serving businesses may be located here. The area will utilize the QOL zoning districts of MR-2, MR-3, and MRC-1 to support this type of development.
- **Projects:**
  - Land Use & Zoning Change
  - Transportation: NS-3 Grove Park Node





# Donald L Hollowell Pkwy Redevelopment Plan

## Bankhead Mixed Use Center

- **Location:** North side of D.L. Hollowell from unnamed street west of Overlook Atlanta to the CSX railroad bridge; south side of D.L. Hollowell from east of Woodlawn to Proctor Creek trunk.
- **Purpose:** The Bankhead MARTA Station is currently underutilized. Transit-Oriented Developments (TOD), which are gaining popularity in Atlanta, are one way to increase transit ridership while providing services accessible to greater numbers of people. The purpose of this node is to provide for commercial, residential, and mixed-use developments adjacent to the MARTA station and in the vicinity of Maddox Park. According to the market analysis, this area can support an additional 15,000 square feet of retail.
- **Character:** 3-5 story mixed-use and residential buildings are appropriate for this node, which will have the potential to draw customers from a more regional base. Zoning districts of MRC-1 and MR4-B will allow the right densities to allow such a development.
- **Projects:**
  - Land Use & Zoning Changes
  - Transportation: NS-4 MARTA Node
  - Gateways: CSX Railroad Bridge
  - Greenspace: Greenway Acquisition along Proctor Creek, Maddox Park Beautification & Redevelopment
  - Urban Design: TOD Design Charette



## 4.2 Urban Design

Urban design concerns the relationship between the human environment and the build environment. Good urban design accomplishes many things, including enhancing an area and helping to make it a desirable place to be; increasing the safety of an area by maintaining a human scale; and creating a sense of place. The Quality of Life Zoning Districts regulate many aspects of urban design, including, but not limited to:

- Relationship of building to street/building façade lines
- Sidewalks
- Sight triangles
- Utilities
- Transitional height planes
- Transitional yards
- Drive-through services
- Building height & floor delineation
- Block sizes
- Consolidated Open Space
- Building Numbering
- Gas Service Station Configuration
- Lighting
- Dumpsters, Loading areas
- Driveway consolidation
- Parking decks
- On-Street parking
- Bike Parking
- Landscape Buffers
- Tree/Parking space alignment
- Parking Security

The community participated in two visual preference exercises during which they selected pictures representing the building types and urban design elements most suitable for segments of the study area.

### Open Space/Plazas

Open space and urban plazas are a vital part of any activity node. As part of the visual preference process, community members chose examples of urban plazas suitable for each of the four designated commercial nodes. Representations of appropriate plazas are included with the description of each node in section 4.2 above.

### Gateways

Gateway features signal the entrance into a unique place- a neighborhood, a business district, or a park. The study area currently features several gateway signs at the entrances to some of the older neighborhoods. Additional gateways are needed at the following locations:

- Kings Grant & DLH
- James Jackson & DLH
- Woods & DLH
- Mildred & DLH
- Louise & Hollywood



Lennox/Morningside's neighborhood entrance marker serves as an example of an appropriate Gateway.



# Donald L Hollowell Pkwy Redevelopment Plan

- Hollywood & DLH
- CSX Rail Bridge & DLH

An example of a standard gateway was chosen by the community members during the visual preference process, however this plan recommends that each gateway be designed or chosen by the neighborhood it adorns. Funding for the construction, purchase or installation of the gateway features should be sought through the Council District, neighborhood groups, business associations, or other organizations that provide greenspace enhancement funds.

## Historic Preservation

According to the National Trust for Historic Preservation, historic preservation can be defined as simply having the good sense to hang on to something -- an older building or neighborhood or a piece of landscape -- because it is important to us as individuals and/or as a nation. When historic buildings and neighborhoods are torn down or allowed to deteriorate, a part of our past disappears forever. When that happens, we lose history that helps us know who we are, and we lose opportunities to live and work in the kinds of interesting and attractive surroundings that older buildings can provide.

For this reason many mechanisms have been developed to preserve historic buildings of all kinds including the creation of Historic Districts, Landmark Districts, and Conservation Districts. The most important reason to enter into the historic preservation process is to protect the architectural integrity of an area and maintain it as an asset. Preserving historic areas can help to revitalize neighborhoods by setting them apart from other areas in a city. Due to the amount of work a community must contribute, preserving a historic area often has a galvanizing effect on the community, creating momentum to make other improvements to a neighborhood as well.

There are several potentially historic neighborhoods surrounding the study area, including Collier Heights, Almond Park, Center Hill and Grove Park. This plan recommends that these neighborhoods embark upon a research process to learn about historic preservation in the City of Atlanta and to discover which particular areas may qualify for available programs. Individual owners of historically significant buildings may also choose to participate in the historic preservation process. Interested parties should contact the Atlanta Urban Design Commission to learn about historic preservation resources and processes.

## Design Charrettes

Areas slated for significant improvements could benefit from holding design charrettes, in which urban design experts and community members work together to create site-specific recommendations. This process is recommended for the Bankhead Mixed-Use Center where a



One of the few remaining historic stone homes in the Grove Park neighborhood.



# Donald L Hollowell Pkwy Redevelopment Plan

Transit-Oriented Development (TOD) is called for. This process should take into consideration the Proctor Creek trunk, topographic issues, and the realignment of Donald L. Hollowell Parkway.

## 4.3 Real Estate Development

### Vacant and/or Tax Delinquent Properties

Land assemblage and clear title are among the most time-consuming, expensive and prohibitive steps for development activity in the area. Fortunately, the study area has 43 vacant parcels of land constituting 32.4 acres that have been identified as tax delinquent through 2002 (see Exhibit XX in Appendix A). This situation presents an opportunity for the community, as tax delinquent properties can be more easily acquired and assembled. The Community Development Corporation (CDC) that will be formed through the Perry/Bolton Tax Allocation District (TAD) will play a vital role in the acquisition and redevelopment of tax delinquent and otherwise vacant property through the Atlanta/Fulton Land Bank Authority or other means of purchase that will allow removal of tax liens to allow for clear titles.



A vacant structure on the corridor.

### Brownfield Redevelopment

A brownfield property is "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." On January 11, 2002 President Bush signed into law the Small Business Liability Relief and Brownfields Revitalization Act (Public Law 107-118; H.R. 2869). It expands the Environmental Protection Agency's (EPA) Brownfields program, boosts funding for assessment and cleanup, enhances roles for State and Tribal response programs, and clarifies Superfund Liability.

The City of Atlanta has created the Brownfields Resource and Information Center (BRIC), which is a program that addresses brownfield environmental issues that impede residential, commercial and industrial redevelopment efforts in City neighborhoods. Uses that may cause brownfield conditions are dry cleaning facilities, which typically use chemicals such as chlorinated solvents that are known to be hazardous, tire sales and service, funeral homes, truck storage facilities/truck stops, metal works, gasoline service stations and land fills. BRIC addresses the sustainability and livability of these redevelopment projects while considering how the projects fit in with the Department's overall goals. Properties thought to be brownfields can be identified and tested through BRIC. BRIC can also assist in the allocation of funds for the remediation of brownfield sites.

Long-time residents are often the best source for information concerning possible brownfields. This plan recommends that efforts by neighborhood